SV-PAL Silicon Valley Public Access Link

A Community Network for Silicon Valley: the vision statement

v5.2.1 9/25/93

Electronic communications will be a critical part of the 21st century. Access to online information must be provided to all segments of our society if Silicon Valley is to remain competitive in the next century. On a grassroots level, community networks are already successful in a number of cities across the U.S. and Canada. Such systems lay the foundation for growing a virtual community in our area.

Silicon Valley Public Access Link (SV-PAL), a computer-based electronic service, provides a wide range of local information for little cost to the user. Anyone in the community can access the system from training centers or from publicly accessible terminals. Access from homes, offices, or schools will be available 24 hours a day by using a computer and modem. Once connected, simple instructions on the screen will help make information and communication services readily available to novices. Low-cost training shall also be available at nearby sites to further encourage the uninitiated.

SV-PAL provides its users with electronic mail and access to diverse local information. Planned content includes health care, education, technology, government, recreation, libraries and other areas. The system will represent a new form of communication to promote the exchange of ideas within the community and to grow a virtual electronic community for the future. SV-PAL is our first step toward establishing equitable access to regional and national infrastructures.

Growing this virtual community provides immediate benefits to the people of the Silicon Valley. Unlike large commercial networks, the heart of SV-PAL is its local information and people. The scope and amount of information and services available is only subject to the needs and interests of the community. Although talk of the information age is pervasive, many segments of our society have not yet had access to this technology. Our goals include equitable access to serve all groups. In short, the Silicon Valley Public Access Link will bring an extraordinary amount and variety of electronic information service within reach of our citizens, thus improving our quality of life as we enter the 21st century.

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EXECUTIVE SUMMARY

Here in the world's center for information technology, a group of people are building on the Free-Net concept to the benefit of our community. The concept is already operational in 15 cities around the world with approximately 60 more under development. This service in the Silicon Valley will be known as the Silicon Valley Public Access Link (SV-PAL). SV-PAL, a non-profit organization, will be self sustaining from operations. We are looking for seed money and equipment to move forward in the development of our service.

Service Summary

Silicon Valley Public Access Link will provide and distribute on-line, electronic information to the people and organizations of Santa Clara County. Three related activities comprise our offering:

- local information and content,
- basic network infrastructure including e-mail facilities, and
- educational services.

Locally-based public service, government and commercial organizations are identified to provide useful and interesting content. An infrastructure is under development to distribute this information widely and at low cost to the user. In addition, we are organizing a training effort to help educate people with little or no computer background about the potential benefits inherent in this on-line system.

Market Summary

This package is unique when contrasted with other services. We will provide people in Silicon Valley with interactive information accessible through a single access point by everyone. It is different from other on-line services due to its local (not national) focus and education outreach with the goal of equitable access. It is different from other local systems in that it is not limited to a single town's borders.

Unlike traditional information sources, community networks such as SV-PAL provide unique differences in the way people can communicate that are fundamentally different from mass media informational sources like newspapers and TV news broadcasts. The characteristics that open possibilities for wider interaction among people include the following:

- Two way communication
- Ability to tailor retrieval of information to your own interests
- 24 hour access to people and organizations
- Constant information updating
- Focused audience outreach
- No bias due to gender, race, age or appearance

As a central source of local information for nominal cost, SV-PAL will supplement other means of obtaining local information.

Development Summary

The project development will include three distinct phases.

Activities during the first phase have included project definition and planning; in addition, the recruitment and organization of interested volunteers has begun and continues to be important. Phase 1 began in early 1993 and will run through October 1993.

In Phase 2, the project will begin testing of the on-line services with a limited group of customers. The goal of this phase is to identify and correct problems across all areas of the implementation plan, including technical, information content, administrative, policy and cost recovery. This will be done predominately by unpaid volunteers, although some paid clerical support and a paid director is projected. Phase 2 is projected to run from October 1993 through February of 1994.

Phase 3 calls for the initiation of a full service offering to the general public. Funding projections predict financial self sufficiency through a cost recovery model. The project will begin to increase its staff as revenue allows, to better meet increasing demands. This phase will begin in February of 1994 and continues indefinitely.

SV-PAL is obtaining 501(c)(3) status. The principle benefit of this status will be that other organizations and individuals may contribute equipment or other services and consider all or part of it a charitable contribution.

DEVELOPMENT PROGRAM

The Silicon Valley PAL project is divided into the following three phases: planning and organization (1/93-10/93), development and test (10/93-2/94), and operational (2/94 and beyond). The following describes the various project components and milestones

Planning and Organization Phase

January-April, 1993
- Develop independent visions for San Jose and Mt. View systems
- Begin organizing community support for plan
- Identify core group of people interested in action

May-June, 1993
- Join independent, town based concepts into a system serving all of Silicon Valley
- Through public meetings and elsewhere, recruit additional participants
- Determine technical architecture
- Identify initial sites for developing and test

July 1993:
- Strengthen project management with formal roles/group chairpersons
- Develop written business plan
- Explore and test potential software packages
- Organize key groups including Policy, Planning, Product Development, Ways & Means, Marketing, Content, and Training

August 1993
- Determine initial software and hardware configurations
- Identify industry partners, funding sources
- Identify five local information providers (K-12 education, healthcare, city government, library, public service)
- Obtain basic administrative functions (phone/fax/mail)
- Develop database of interested people (users and info providers)
- Begin obtaining separate SV-PAL 501(c)(3)
- Identify training milestones

September 1993

- Monta Vista site logistics handled
- Obtain and install initial hardware and software components and phone lines
- Organize PR/Marketing campaign; begin public campaign
- Prepare training materials for testing period
- Articulate basic use policies and guidelines for updating policy
- Develop operational procedures for technical staff
- Identify 5 additional public access sites

Development and Test Phase

October-November, 1993

- Monta Vista site operational
- San Jose site operational
- Alpha Development and Test period for software, Beta hardware test period for network and hardware
- Identify additional information providers; bring on-line in an orderly fashion
- Initiate first training classes for users
- Add features to existing basic system

December 1993-January 1994

- Install Internet access and LAN for Mt. View site
- 400 operational user accounts, 100 information providers
- Identify additional information providers; bring on-line in an orderly fashion
- Bring on-line local information from 5 initial sources
- Examine real costs; feed extrapolated data into financial model
- Coordinate installation at up to 25 additional publicly accessible terminals for Roll-out in February, 1994
- Field Introduction Program to test how system and processes work together
- Expand training through more frequent classes
- Explore other mechanisms of public training

Operational Phase

February 1994

- Public opening: initiate service for up to 5,000 users, provide frequent training, continue to build local content

SV-PAL Info providers (10/25/93)

	Organization	Type	Description	Contact	SVPAL	Level	Status
1	Resources Connection	Educ	K-12 Databases, searchable	Sharon Elliott	MS	1MB	Online testing
2	San Jose Library	Educ	Library catalog/programs	John Kensit	***	Eng	Initial discussion
3	San Jose Beautiful	Govt	City Project	Ken Jones	***	2Pg/1MB	Initial inquiry
4	Learning Network	Educ	Adult Ed (County wide)	Tom Reid	MS	1MB	Initial inquiry
5	Catholic Charities	Biz/NP	Non profit network	Hans Anderson	LS	1MB/Eng	Info definition
6	Planetree Library	Health	Part of SJ medical	Candice Ford	***	1MB/Eng	Initial inquiry
7	Stanford Medical Ctr	Health	Various public outreach efforts	B. Middleton	MS	1MB/Eng	Initial inquiry
8	Computer Recycling	Educ	Old computers to schools	Mark Haus	SC	2Pg	Info definition
9	City of Mt. View	Govt	Misc databases TBD	J. Rosse	MS	1MB/Eng	Initial inquiry
10	HandsNet	Biz/NP	Consortium of Nonprofits	Ann Dannelly	***	1MB/Eng	Initial inquiry
11	United We Stand	Biz/NP	Political lobby group	Bill Selmeier	BS	SIG/2Pg	Paid
12	Community Hosp of LA	Health	Health Library to Public		SC	1MB/Eng	Initial inquiry
13	City of SJ Parks/Rec	Govt	Schedules, etc	Dianna Wirt	BS/CA	1MB/Eng	Initial inquiry
14	Nonprofit Dev Ctr	Biz/NP	Help for non-profits	Alice Lara	***	1MB/Eng	Initial inquiry
15	BAIRS	Biz/NP	Help to non-profits		***	1MB/Eng	Initial inquiry
16	The Tech Museum	Leisure	Technology museum		BS	2Pg/1MB	Initial inquiry
17	Rosacrucians	Leisure	Egyptial museum		BS	2Pg/1MB	Initial inquiry
18	Childrens Discovery	Leisure	Museum		BS	2Pg/1MB	Initial inquiry
19	SJ Museum of Art	Leisure	Museum		BS	2Pg/1MB	Initial inquiry
20	SJ Historical Museum	Leisure	Museum		BS	2Pg/1MB	Initial inquiry
21	SJ Cleveland Ballet	Leisure	Ballet		BS	2Pg/1MB	Initial inquiry
22	AYSO	Leisure	Soccer league		MS	2Pg/1MB	Initial inquiry
23	Little League	Leisure	Kids baseball		LS	2Pg/1MB	Initial inquiry
24	Twin Creeks	Leisure	Softball schedules		***	2Pg/1MB	Initial inquiry
25	SJ Animal Rescue	Govt	Pet placement		JA	2Pg/1MB	Initial inquiry
26	Humane Society	Govt	Pet services		AH	2Pg/1MB	Initial inquiry

	Organization	Type	Description	Contact	SVPAL	Level	Status
27	City of Sunnyvale	Govt	Various services		BS	1MB/Eng	Initial inquiry
28	Sunnyvale Library	Govt	Online catalog, etc		BS	1MB/Eng	Initial inquiry
29	San Jose St	Educ	Campus Info system	Lee Vandiver	BDA	1MB/Eng	Info definition
30	Metro Newspapers	Biz/NP	News, etc	Shela Goush	SC	1MB/Eng	Info definition
31	Laura Frazer, MSW	Biz/NP	Advice on adoption, adolescent	L. Frazer	MS	SIG	Paid
32	SF Giants	Leisure	Email with a ballplayer		MS	SIG	Info definition
33	Mt.View Library	Govt	Online catalog and services	D. Pearson	MS	Eng	Info definition
34	Daybreak	Biz/NP	GED Education	Sean Curran	MS	SIG/2Pg	Initial inquiry
35	The Support Network	Biz/NP	Community Support		JA	2Pg/1MB	Initial inquiry
36	The Electric Pages	Biz/NP	Classified ads		JA	2Pg/1MB	Initial inquiry
37	Adventure Sports BBS	Leisure	Paintball, River rafting, etc		JA	SIG	Initial inquiry
38	Autos Online	Biz/NP	New and usd car ads		JA	2Pg/1MB	Initial inquiry
39	Careers Online	Biz/NP	Online job listings		JA	Eng	Initial inquiry
40	Bay Area Bird Registry	Biz/NP	Lost and found birds		JA	2Pg/1MB	Initial inquiry
41	Computer Show Hotline	Biz/NP	Latest shows, dates/times		JA	1MB/Eng	Initial inquiry
42	Recovery BBS	Biz/NP	12 step recovery programs		JA	SIG	Initial inquiry
43	Uncle DUs Directory	Educ	Software for deaf and educat		JA	2Pg/1MB	Initial inquiry
44	VA Listings	Biz/NP	VA-owned homes for sale		JA	1MB	Initial inquiry
45	San Jose Sharks	Leisure	Email with a hockey player		MS	SIG	Initial inquiry
46	Scuba SIG	Leisure	Scuba diving info	Linda Sorouf	LS	SIG	Info definition

SV-PAL

Planning	Prod Devel	Content	Ways&Means	Marketing	Cust Service	Policy Advisory Board
G. Bowman	B. Dara-Abrams	R. Kiddy	A. Harmony	B. Selmeier	M. Siegel	M. Siegel
B.Parr	K. Stephens	M. Siegel	M. Siegel	J. Clark	S. Coletti	C. Untulis
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	D. Black	H. Anderson			S. Ackley	S. Coletti
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	K. Lynn	C. Sorauf			L. Conrad	
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	G. Bowman	T. McKenzie			F. Arnold	
	J. Marceau	owners of info			M. Kane-Stewart	
	C. Howland				C. Untulis	
	X. Du, B.Kane				D. Puku	
	A. Dara-Abrams					
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Partnerships:
Monta Vista High School, Cupertino
Los Altos/Mt. View Adult Education Cente
San Jose State University
ICT, Sunnyvale
NASA Ames Research Center